What is claimed is:

1. A method for controlling interlock of an interactive service with data broadcasting, said method comprising the steps of:

acquiring information for specifying an interactive service associated with data broadcasting and information for specifying a service time of said interactive service;

transmitting said information for specifying said interactive service and said information for specifying said service time, which are acquired in said acquiring step, to a computer for providing said interactive service.

2. The method as set forth in claim 1, wherein said acquiring step includes a step of extracting said information for specifying said interactive service and said information for specifying said service time from interactive service organization information.

3. The method as set forth in claim 2, wherein said acquiring step further includes a step of extracting second information for specifying said interactive service from content information of said data broadcasting and comparing the second extracted information with said information for specifying said interactive service extracted from said interactive service organization information.

4. The method as set forth in claim 1, wherein in said transmitting step, said information for specifying said interactive service and said information for specifying said service time, together with content information of said data broadcasting, are distributed to said computer for providing said interactive service.

5. The method as set forth in claim 1, further comprising a step of generating information as to whether each interactive service must be activated at present based on said information for specifying said service time of each said interactive service,

and

wherein in said transmitting step, said information as to whether each said interactive service must be activated at present is further transmitted.

6. The method as set forth in claim 1, further comprising a step of, if information indicating an operating state of said interactive service is received from said computer for providing said interactive service, deleting or invalidating designation of an inactive interactive service in content information of said data broadcasting.

7. A method for controlling interlock of an interactive service with data broadcasting in a computer for carrying out said interactive service associated with said data broadcasting, said method comprising the steps of:

receiving a set of information for specifying an interactive service and information for specifying a service time of said interactive service from a computer in one or a plurality of broadcasting stations;

extracting a set of information for specifying interactive service having a relation to said computer for carrying out said interactive service and information for specifying service time of that interactive service by using the received information for specifying said interactive service; and

controlling activation and deactivation of each said interactive service based on said extracted set of said information for specifying said interactive service and said information for specifying said service time of that interactive service.

8. The method as set forth in claim 7, wherein in said step of controlling said activation and deactivation, if it is judged that a service start time has arrived based on said information for specifying said service time, a flag of the corresponding interactive service is set ON,

if it is judged that a service termination time has arrived based on said information for specifying said service time, a flag of the corresponding interactive service is set OFF, and

an interactive service is activated or deactivated based on said flag of said interactive service.

9. The method as set forth in claim 7, further comprising the steps of:

acquiring information indicating an operating state of said interactive service; and

transmitting said information indicating said operating state of said interactive service to a computer associated with said data broadcasting.

10. The method as set forth in claim 9, wherein said acquiring step includes a step of specifying that the interactive service is active in a case where a response indicating that the interactive service is active is received from the interactive service.

11. A program embodied on a medium, for causing a computer to control interlock of an interactive service with data broadcasting, said program comprising the steps of:

acquiring information for specifying an interactive service associated with data broadcasting and information for specifying a service time of said interactive service;

transmitting said information for specifying said interactive service and said information for specifying said service time, which are acquired in said acquiring step, to a computer for providing said interactive service.

12. The program as set forth in claim 11, wherein said acquiring step includes a step of extracting said information for specifying said interactive service and said information for specifying said service time from interactive service organization information.

13. The program as set forth in claim 12, wherein said acquiring step further includes a step of extracting second information for specifying said interactive service from content information of said data broadcasting and comparing the second extracted

information with said information for specifying said interactive service extracted from said interactive service organization information.

14. The program as set forth in claim 11, wherein in said transmitting step, said information for specifying said interactive service and said information for specifying said service time, together with content information of said data broadcasting, are distributed to said computer for providing said interactive service.

15. The program as set forth in claim 11, further comprising a step of generating information as to whether each interactive service must be activated at present based on said information for specifying said service time of each said interactive service, and

wherein in said transmitting step, said information as to whether each said interactive service must be activated at present is further transmitted.

16. The program as set forth in claim 11, further comprising a step of, if information indicating an operating state of said interactive service is received from said computer for providing said interactive service, deleting or invalidating designation of an inactive interactive service in content information of said data broadcasting.

17. A program embodied on a medium, for causing a computer for carrying out an interactive service associated with data broadcasting to control interlock of the interactive service with said data broadcasting, said program comprising the steps of:

receiving a set of information for specifying an interactive service and information for specifying a service time of said interactive service from a computer in one or a plurality of broadcasting stations;

extracting a set of information for specifying interactive service having a relation to said computer for carrying out said interactive service and information for specifying service time of that interactive service by using the received information for specifying said interactive service; and

controlling activation and deactivation each said interactive service based on said extracted set of said information for specifying said interactive service and said information for specifying said service time of that interactive service.

18. The program as set forth in claim 17, wherein in said step of controlling said activation and deactivation, if it is judged that a service start time has arrived based on said information for specifying said service time, a flag of the corresponding interactive service is set ON,

if it is judged that a service termination time has arrived based on said information for specifying said service time, a flag of the corresponding interactive service is set OFF, and

an interactive service is activated or deactivated based on said flag of said interactive service.

19. The program as set forth in claim 17, further comprising the steps of:

acquiring information indicating an operating state of said interactive service; and

transmitting said information indicating said operating state of said interactive service to a computer associated with said data broadcasting.

20. The program as set forth in claim 19, wherein said acquiring step includes a step of specifying that the interactive service is active in a case where a response indicating that the interactive service is active is received from the interactive service.

21. An apparatus for controlling interlock of an interactive service with data broadcasting, comprising:

means for acquiring information for specifying an interactive service associated with data broadcasting and information for specifying a service time of said interactive service;

a transmitter for transmitting said information for specifying said interactive service and said information for specifying said service time, which are acquired by said means for acquiring, to a computer for providing said interactive service.

22. The apparatus as set forth in claim 21, wherein said means for acquiring includes means for extracting said information for specifying said interactive service and said information for specifying said service time from interactive service organization information.

23. The apparatus as set forth in claim 22, wherein said means for acquiring further includes means for extracting second information for specifying said interactive service from content information of said data broadcasting and for comparing the second extracted information with said information for specifying said interactive service extracted from said interactive service organization information.

24. The apparatus as set forth in claim 21, wherein said transmitter distributes said information for specifying said interactive service and said information for specifying said service time, together with content information of said data broadcasting to said computer for providing said interactive service.

25. The apparatus as set forth in claim 21, further comprising a generator for generating information as to whether each interactive service must be activated at present based on said information for specifying said service time of each said interactive service, and

wherein said transmitter further transmits said information as to whether each said interactive service must be activated at present.

26. The apparatus as set forth in claim 21, further comprising:

means for deleting or invalidating designation of an inactive interactive service in content information of said data broadcasting, if information indicating an

operating state of said interactive service is received from said computer for providing said interactive service,

27. A computer system for carrying out an interactive service associated with data broadcasting, comprising:

a receiver for receiving a set of information for specifying an interactive service and information for specifying a service time of said interactive service from a computer in one or a plurality of broadcasting stations;

means for extracting a set of information for specifying interactive service having a relation to said computer for carrying out said interactive service and information for specifying service time of that interactive service by using the received information for specifying said interactive service; and

means for controlling activation and deactivation of each said interactive service based on said extracted set of said information for specifying said interactive service and said information for specifying said service time of that interactive service.

28. The computer system as set forth in claim 27, wherein if it is judged that a service start time has arrived based on said information for specifying said service time, said means for controlling said activation and deactivation sets a flag of the corresponding interactive service ON,

if it is judged that a service termination time has arrived based on said information for specifying said service time, said means for controlling said activation and deactivation sets a flag of the corresponding interactive service OFF, and

said means for controlling said activation and deactivation activates or deactivates the interactive service on the basis of said flag of said interactive service.

29. The computer system as set forth in claim 27, further comprising:

means for acquiring information indicating an operating state of said interactive service; and

means for transmitting said information indicating said operating state of said interactive service to a computer associated with said data broadcasting.

30. The computer system as set forth in claim 29, wherein said means for acquiring comprises means for specifying that the interactive service is active in a case where a response indicating that the interactive service is active is received from the interactive service.